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Success Stories

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SUCCESS STORIES

How 19 students made money -- and how you can, too!

by Allan Gould

What do most students do over their long summer vacations? Some babysit for a neighbour; some deliver pizzas; many more lifeguard or work at a summer camp. These are all (potentially) great jobs, and people are happy to have them, especially in hard economic times.

But, as a result of the STUDENT VENTURE program of the Ontario Ministry of Economic Development and Trade, thousands of full-time students between the ages of 15 and 30 have done something that might surprise you: these young people obtained interest-free loans of \$3,000, actually started up their own summer businesses and became their own boss.

It's not for everyone, of course. Maybe your family cottage is too important to you to "tie yourself down" to often long and difficult working days. Or maybe you have responsibilities at home that can't be ignored. Or there's a summer camp where you've happily worked for the past half dozen years. Or you just plain want to goof off for a few months, after a very tough year in high school, college or university.

But for those who want to consider STUDENT VENTURE, you'll probably not be disappointed — as you'll soon discover in the stories of young men and women just like you in the pages that follow. And they're just like you, too: white and black; oriental and East Asian; anglo and French-Canadian; partners and alone; from big cities (Toronto, Windsor, London, Ottawa) and tiny towns (Harriston, Embro, Copper Cliff,

Blenheim); young and "old" (16 to 29); male and female; farmer, window washer, landscaper, hot dog seller, retailer, ice cream peddler, painter, and more.

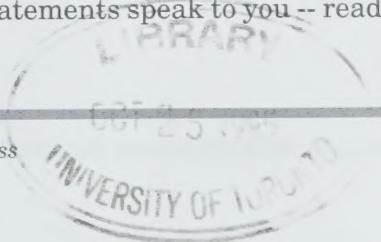
And if they could do it — which includes making a profit of \$10,000 and more, for a few months work — then so can you,

Not every teenager and young adult profiled in the following pages struck it rich, any more than everyone should get all A's or be a rock star; the world doesn't work that way. One person even lost money. But the majority made a few thousand dollars over their summer's work with their own business -- with many making several thousand dollars, and creating impressive statements for their resumes, which should help their jobs and future careers.

Ottawa-based Kevin Grignon, who's been restoring asphalt for the past four years, recalls doing a job for a business prof at Carleton University who told him: "Your first and second years will be redundant for you, with your knowledge of business. 'Hands on' is the way to go." You bet it is.

No one is promising you a fortune. But when you read these success stories, certain phrases keep repeating: "I gained such confidence!" "I learned how to be organized!" "I loved being my own boss!" "I'm so proud of what I've done!" "I made a fortune!" "I showed my friends and myself that I could do it!" "I had such fun!"

If any of these statements speak to you -- read on!



THEIR FROZEN ASSETS MEAN COOL PROFITS

AT UNIVERSITY OF TORONTO Law School, there's a student from Pakistan named Mohammad Ahmad, who's going to be a lawyer. At Osgoode Hall Law School up at York University there is a student whose parents are from Jamaica. Nothing strange in that, except that these two 25-year-olds have been making big money together, selling ice cream in their suburban communities, using a STUDENT VENTURE loan to make it all happen.

Mohammad had worked for Dickie Dee Ice Cream in Whitby, riding a bike for the company as a teenager, and taken his first Student Venture Loan at 21, eventually joining up with his good friend Greg Scott.

"I'd done Whitby for three years, and then Markham became available. Greg lives nearby in Unionville, so we decided to work together." Since Mohammad was already familiar with the government program, the two friends used the \$3,000 loan for "start-up costs": paying for bike rentals, freezers, and the ice cream bars, too.

The goal was clear: To earn enough money to pay for their respective law school educations. "We wanted to earn the money, sure. But we wanted to be our own bosses, too," says Mohammad. "In these times, you can't rely

on other people for employment,"

Clearing \$7,594 over the summer of 1993 might seem like a nice return, but no one said it was easy: "We'd be on call from 10 a.m. to 10 p.m., seven days a week." Heavy rain ruined a "major event" in Markham, which "cost us ten thousand in potential sales." And the 100-year-old shed they used in Markham for their bikes and freezers was once used by blacksmiths, and it showed: It was falling apart all last summer, and they had to keep putting tarps over the roof.

But what's even more impressive is that these two young men have had a profound effect on many others: They had fully one dozen employees during the summer of '93, and there's one kid "who can go out, rain or shine, and sell \$200 worth of ice cream, and make \$50 in a single day!"

Advice from the future legal eagles? "If you've got a good idea, go with it. You only live once, so take risks when you're young. You'll learn a valuable lesson."



DENISE BELISLE

ENGINEERING HER OWN BUSINESS SUCCESS

"I WAS REALLY AT THE LIMIT," laughs Denise Belisle. (She was 29 years old when she applied for her STUDENT VENTURE loan in early 1993, making her the oldest of this group). But she quickly learned that there's no limit to what one person can do, when she (or he) has a firm goal and solid plans.

Denise was born in Montreal and eventually "did computers" at a small college and then two years of engineering school at the École Polytechnique in her native city. She ended up studying mechanical engineering and drafting at Sheridan College in Toronto, where she is now finishing up her degree -- "the only woman in my class of 20."

So when 1993 began she knew that "I had to buy a computer to run my own business." She applied for the STUDENT VENTURE loan, and then bought an IBM compatible, which cost her close to \$4,000.

"I knew what I was doing," she recalls. "I wanted to be my own boss, and was still in school while running my business last summer."

It didn't take Denise long to land freelance jobs, doing mechanical drafting for two major firms. "And I loved it," she proclaims. "By the end of the summer, I had over \$800 left, plus I owned my own

computer. It came out even better than I had hoped, and I made more money than I expected to."

Denise Belisle is well aware that it still isn't easy for women in the overwhelmingly male profession of engineering. "It takes determination to succeed," she admits. "They don't see too many women around -- but I do really good work. When it's a woman instead of a man, it makes a difference."

As does just plain hard work: "I can work up to 12 hours a day at my computer. I would get up early, go to my classes, and then work long into the night, doing my mechanical drafting."

Any lecture from our STUDENT VENTURE grad? "It can be good to run your own business. Young adults can learn to take responsibility and to reach their goals."



HEY, MOVE OVER, STEVEN SPIELBERG!

MANY STUDENTS LOVE TO ACT in school plays, and a handful actually make a profession of it. But Jeff Binder, now studying Acting at the University of Windsor, actually ran his own theatre company in London, Ontario over the summer of 1993 -- at the age of 18. (No, he didn't make any money; in fact, he lost \$4,474.16. But one senses that it was worth the equivalent of a dozen roles in Hollywood movies on his resume.)

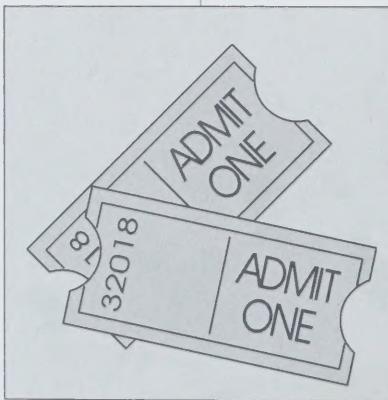
"Theatre is my love and interest," says Binder, who was born in Windsor but attended high school in London and Winnipeg. "The theatre scene in London is pretty small, and I wanted to produce a big show." So he took out a STUDENT VENTURE loan, and created the Paradox Theatre Company, which put on the famous British thriller Sleuth during the month of August at the Talbot Theatre at the University of Western Ontario. (He also played a role in the production -- and did pretty well everything else, too.)

The whole show cost only \$14,000 to stage and advertise, and it got good reviews, too. The big problem was, "Western is outside the action of the city of London, so while I'd do it again, I wouldn't use that particular theatre."

Still, if experience is money, Jeff Binder is a very rich young man. He worked 15 hours a day, seven days a week, for three months. He printed up 2,000 full-colour posters, which he had slapped up "everywhere in the city, from telephone poles to office buildings to stores." People often went up to the young man and told him, "I've never seen advertising as good as that!"

Jeff and his tiny company needed to fill 60% of his seats and they got only half that. "Still, I'm really happy about it. You can't buy the kind of education I got last summer. I really enjoyed being my own boss, and didn't care that much about the money. I was an artist who wanted to create some art."

He may not be financially wealthy from his summer theatre, but Jeff has much to be proud of: "I've had a lot of impact. New things are going on now in London which have come as a result of my theatre. I've been told that new companies are now forming that were inspired by mine. It's sure nice to know that I've shown people twice my age that this can be done. Eventually, I'll do something like this again."



DRESSING FOR SUCCESS IS LOOKING GOOD

THERE ARE TIMES WHEN a young entrepreneur has a straightforward, simple goal: Enough money to pay for first-year university studies. But in the case of Trinidadian-born Trudy Chu, a lot more was gained than merely more than \$2,000 in profits from her ladies' fashion apparel and accessories retail store: Self-confidence, pride, and just plain fun. Good results for an 18-year-old.

Trudy came to Canada with her parents when she was 13, and knew that she'd better earn some money if she wanted to study engineering science at the University of Western Ontario in her new home-town of London.

When she heard about STUDENT VENTURE, she used the loan, along with her own savings and family financial support, to lease a tiny (20 x 10 foot) location on Grand Bend's Main Street. "It's a summer resort, with lots of cottages in the area," she notes, "and the population booms after the end of June."

The STUDENT VENTURE interview was helpful -- "it gave me a lot of ideas about how to set up business, how to handle credit cards, things to look out for" -- and she quickly began to buy clothes from wholesalers.

Like many new business people, she "didn't know what

to expect," and it wasn't always easy: She worked 7 day weeks, 13 hour days, staying open as late as 10 p.m. on long weekends.

There were some upsets, but surprising joys as well: "Some people were really nice. An old couple used to come into the store every single day, to check up on me. And when their daughter visited from out-of-town, they brought her in to buy things."

Other store owners were supportive too, although bad weather could make the long days "pretty boring." But the results -- above and beyond the money for tuition at Western -- cannot be measured only in dollars: "It's really illuminating, figuring out what to do; dealing with wholesalers. Time management is so important -- I really learned how to do everything in a certain time; you can't leave it for later. And it's a lot of fun."



PAINTING HER BANK ACCOUNT BLACK

JO-ANNE CORTES HAS an interesting background: Born in small town Woodstock, Ontario 22 years ago last summer to parents who immigrated to Canada from the Philippines in the late '60s, she grew up in Cambridge, and is now in her final year in Honours History at McGill University in Montreal.

In the spring of 1993, Jo-Anne learned of the STUDENT VENTURE program after she'd heard that College Pro Painters was a good way to earn some money over the summer. "I felt painting was something I could do," she recalls.

And it was. She applied to College Pro for an area in Montreal, but she "wanted to be close to my family and the Blue Jays," so she ended up in suburban Toronto. At the beginning, she did all the managing, but was soon painting, too. And she had up to six employees working for her over the summer, making between \$7 and \$8 per hour each, while she found herself with a clear profit of \$4,832 by the end of the busy summer.

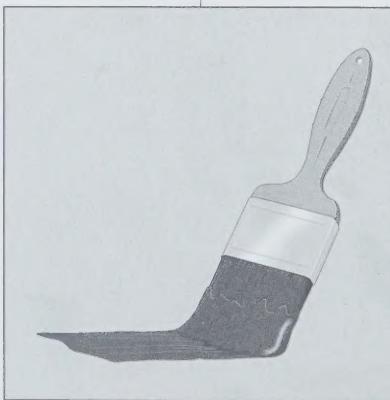
But that's just the half of it. First, Jo-Anne had the good fortune of having her loan interview with an ex-College Pro manager "who was very helpful. I was depressed about the business at the time, and he was inspiring to me." And then,

her entire goal started to slowly change: "When I started, it was the money, more than anything. I didn't want to be a burden to my parents. But my goal was soon to prove that I could do it. And then later, to show everyone that I was not going to give up!"

It's never easy, being your own boss. "So many times, you want to give it all up. There's so much responsibility. But I never, ever let things get too much for me. It was horrible in May and June, and I lost confidence at the start. But once you get the hang of it, it runs itself. You really have to be efficient."

There was lots of sexism, and often from older women: "I was a woman and a student painting, and a lot of people think we can't do it. Once, an elderly woman grabbed my arm to see if I could lift a ladder. But I showed them all they were wrong."

Jo-Anne has matured under the pressure; "I never thought I was a very good business person, but I learned so much that helps me every day -- even budgeting time for my papers and exams." And, most telling of all, "I'm thinking of getting an MBA -- that summer job of mine really turned me on to business."



NO GRASS GROWING UNDER ANDRE'S FEET

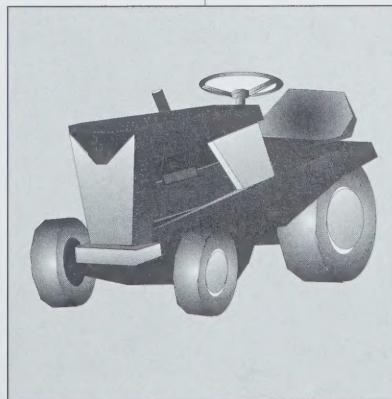
ORANGEVILLE-BORN Andre Edelbrock was only 18 in the summer of 1993, yet he has already run a successful company (A & A Lawn and Maintenance) for three years. No wonder he has no fears about his first year ('93/94) at the University of Waterloo's Engineering System Design program; he's already an expert at juggling responsibilities and time.

Andre, whose parents are from Germany, heard about STUDENT VENTURE from a counsellor in his high school, and he leapt at the chance. In his first summer ("I was only 16 in 1991"), he and a partner bought a van and various weeding equipment; in 1992 he bought more gardening tools and finished paying off the van; and in 1993 he bought a new tractor since he's decided that "I plan to do this business for a long while." (Indeed, even though Waterloo has a "co-op" program, which means he has university classes over the summer of 1994, Andre has already landed a buddy who will run A & A for him during that time, and "I'll do the grass cutting at three estates over my weekends.")

Some of Andre's interviews have been more helpful than others in landing his loan. ("The last one really explained a lot. How my credit rating will go up through my repaying the

loans..."), but the goal has always been crystal clear: "I want to be outside during summers. And it's a pretty good business. The money is good (he cleared more than \$6,000 in 1993, paying for university) and the hours are great! And I feel a definitive sense of accomplishment."

There have been scares ("The first summer, my then-partner and I were cutting grass when it was pitch-black and his tractor got clogged. He cut up his gloves and just missed losing his hand!") and rages ("We got stiffed once for a hundred bucks."). And letdowns ("We landed two customers in a row and thought we'd be rich; then we got 50 NO's in a row!"). But the pleasures far outnumber the disappointments. "I put a \$5 ad in the local paper which led to 150 jobs -- even at the newspaper office, too." All this, plus "being outside, getting a tan, meeting other people" -- and charging \$30 an hour.



REALLY CLEANING UP FROM TOP TO BOTTOM

CHRIS GARLOCK OF TORONTO has really been around. (His parents are originally American, from Iowa and New York; he was born in Edmonton 22 years ago, and has lived in Halifax and Toronto before studying at Queen's University in Kingston). But once he decided to take out an Action Window Cleaning franchise in the summer of 1993, using a STUDENT VENTURE loan to obtain a car and equipment, he stuck to his "summer job" as tenaciously as a bee to a honeycomb.

Just as soon as Chris had his interview, he hired six employees to do everything from going door-to-door to drum up business to cleaning and windows themselves. (Not that "the boss" sat on his derrière: "I was in charge of marketing, sure, but I cleaned every window with them, too. That's the only way to earn the respect of your employees. They see you work hard, and you feed off one another.") He hired friends he could trust and who were good workers, and it quickly paid off for everyone involved. The three window cleaners "made at least \$4,000-5,000 each over the 12 weeks."

The goal was obvious: "To prove to myself that I could run a business. I'd been in the Commerce program at Queen's for three years, and

the best way to get business experience is to run one. And I ran it, top to bottom. I hired, and I was responsible for everything." (Indeed, he was the only one who managed to fall off a ladder when it collapsed.) At the end of the summer, the gross was an impressive \$38,000, leaving \$11,856 in net profits for Chris, which isn't bad for six-day weeks, starting at 8 a.m. and ending at an exhausted, sleepy 11 p.m.

"We cleaned maybe 250 homes in Toronto, and it truly exceeded my expectations. Fear is a good motivator," says Chris, "and I told myself at the training session, 'No way I'll let myself finish last.'" Of the 41 Action Window Cleaners in Toronto, Oakville and Ottawa, he ended up coming in first.

Hard work, long hours, and decency, too: "You've gotta be friends with your employees. I'd take them out every weekend and spend lots of money on meals for everyone." And to top it all off, "I won't even need the loan for next summer, I've got the car, and equipment, and left-over money!"



CUTTING A GOOD PROFIT SELLING WOOD FOR FUEL

THINGS DON'T ALWAYS GO the way we want in running a business. But when you see the positive side, you can do anything -- including making a small profit this year, and planning on a far bigger profit in the years to come.

Take the case of W. James Gervais of Copper Cliff, a tiny community near Sudbury. Born in Sherbrooke, Quebec, to French-Canadian parents, he's now in his second year at Engineering School at Queen's University, in Kingston.

But in the spring of 1993, his father saw a poster for STUDENT VENTURE, and mentioned it to his then 19-year-old son. Young Jim went to the Chamber of Commerce which he found really helpful. "They made me realize stuff I hadn't been aware of, and they assisted me greatly with marketing. I just wanted to put a few ads in the paper!"

The ads were for firewood, which Jim Gervais had hoped to cut down himself in provincial forests, and then sell to homes and farms in the community. He used his interest-free loan to buy a log splitter and a conveyor belt (to make it easier to load), and got permission to use his Dad's truck.

But then -- seeming disaster! Jim was unable to get a cutting permit and had

to buy his wood from an established supplier at a much higher cost than if he had felled the trees himself, "and the material was not always available." Not only that: When it rains in the Sudbury area, the road gravel prevents his truck from going in, so he often had to delay his deliveries by a day or two.

In brief, Jim did not make very much money in the summer of 1993 -- around \$1,200 for a lot of hard work. "But I had a definite sense of accomplishment. And look at the positive side, all the equipment required to process fuel wood has been purchased and paid for so I've got no starting expenses next summer. And I've already negotiated the purchase of a standing wood lot, so I'm assured of a continuous supply at a reasonable price."

Not to mention one more special joy for the young entrepreneur: "I really like to be out in the woods!"



KEVIN'S PAVING A WAY TO GENERATE CASH

MANY JOBS THAT INVOLVE working with the public will allow you to meet interesting people: the World War II hero, perhaps, or the TV personality. Well, Kevin Grignon once restored the driveway of the Swaziland High Commission ("or was it Embassy?") in Ottawa. But what is really impressive is how a young man could create such a respected, well-paying summer job over just four seasons.

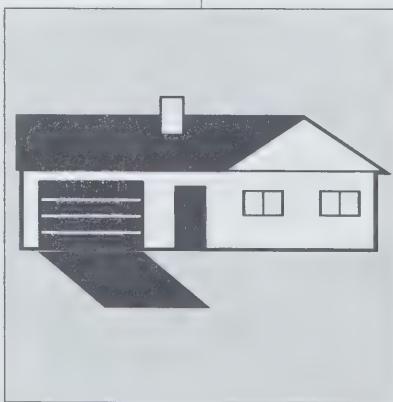
Kevin Grignon was 23 in the summer of 1993, when he raked in a net profit of \$3,032.21 as an asphalt restorer with his solely-owned Tru-Seal Systems of Ottawa, on sales of just over \$40,000. Born in Noranda, Quebec, to an Irish Mom and French-Canadian Dad, he has now completed two years of an Economic Geography degree at Carleton University. But he was still in high school when he assisted a friend of his brother, going house to house for his tiny roofing business, and "realized there was a home improvement market out there -- a large consumer market for renovations."

His brother had successfully received STUDENT VENTURE money when he operated a small computer company, and he since moved to another position in the computer industry. "I say STUDENT

VENTURE as an opportunity for those who would not normally have the financing to start up a new company. You get more confidence, getting this loan over a summer, and it helps to generate cash."

Now came the hard part: "What could I do? Roofs? Windows? Painting? Lawn Care?" Kevin relates how he "closely analyzed a Canadian Tire catalogue to see the costs of material and what people would pay." The result was the purchase of a truck and equipment with his first year loan (he lost \$1,500 in 1990); more equipment in 1991 ("I broke even"); and a steady increase in sales and profits in 1992 and 1993. "I started a business in a major recession at the age of 20," he recalls with pride. And justly so.

There are over four dozen businesses in Ottawa doing asphalt restoring, so Kevin has expanded into "sewers, seal-coating, paving, everything." The result is short-term goals ("to have a job and to make money"); the long term is "financial freedom and happiness." And even longer term is the effect of Tru-Seal Systems upon its founder: "I want to transfer to a business program, because of the incredible amount of experience I've gained from this!"



THESE BROTHERS ARE FRIENDS AND PARTNERS

OUT IN LONDON, ONTARIO are two brothers in their early 20's who ran a landscaping business last summer that approached \$60,000 in sales.

Joseph and David Lee were 23 and 22 years old last summer, having both been born in Ingersoll, Ontario to parents from Korea. They were studying at the University of Western Ontario -- Joe, Visual Arts and Music; David, Music Education, which he has now completed.

In 1992, after hearing about STUDENT VENTURE, the two young men took their loan and purchased equipment for Create-a-Scape: lawn mowers, trimmers, a truck and other equipment for landscaping.

They and their parents did it as a hobby, but the brothers were determined to turn it into a thriving business, so they "read a lot of books on landscaping, but it was experimental at first, so we worked on our own backyard."

For their second summer, in 1993, the Lees bought a new computer and more landscaping equipment and began to deal directly with a fertilizer factory to cut costs. And to hear the brothers talk about their work is to hear pride put into words: "Our gardens are maintenance-free. We use landscape fabric, so there are no weeds. We use lava rock,

which is permanent. We use ornamental and dwarf varieties of plants, so they won't grow too much."

Last summer, David and Joe had nearly two dozen customers, each one paying \$1,000-2,000 for their work. One single landscaping project brought in over \$6,000, with a profit on labour of over \$2,500; and the money they make on materials....

True, the Lee brothers have paid for their schooling, paid for their car and truck, and had some money left over. But there's so much more: "We enjoy gardening, and do it for fun, mainly. And this summer, we've got five clients lined up already. We want to get into other aspects of landscaping, such as in-ground sprinklers."

Dave has some advice for you future entrepreneurs out there: "It's perfect for kids! Three grand, interest free. But it must be something you like." And speaking of "like", Joe Lee is now thinking about going into landscape architecture as a career.



GOING TO THEIR OWN SUMMER CAMP

NUMBERS CAN BE DECEIVING. Dave Lewis and Trish Park cleared only \$198.89 in their first summer, 1992, as the founders of a tiny summer camp for children in the little village of Glen Morris. But what they really gained was priceless: A strengthening relationship; extraordinary experience for their future lives as teachers; the love and respect of a generation of children; and an important summer 'job' for the next decade, if not longer.

Dave was 22 and Trish 21 when they had both worked with Parks and Recreation as summer camp counsellors in 1991. The couple decided: "Wouldn't it be neat to have our own camp, and run it the way we want to do it?"

They did "a lot of research on all aspects of the business and the interests of children" and then set it up for the summer of 1992. They set a limit of 20 kids, and when only three showed up on the first day, they were horrified. But by the second week, they had 12 children, and the third week saw them reach their goal.

In 1993, 35 kids showed up on the first day, and they averaged 30 through the summer ("taking care of 49 kids on one occasion."). They rented a school from the local Board of Education (near Paris, Ontario), giving them a

gym, change room and washroom. And the goal was always clear and reachable: "To gain experience with children, to help with our future professions as teachers." (Dave plans to work with Grades 7 through 13, Trish, K through 6.)

True, the couple have made only a small profit over their two years with Glen Morris Super Summer Day Camp, but the memories are worth a million dollars: "We've established such rapport with the parents," says Trish. "And every child is dear to our hearts. We stress manners, safety and physical activity, and when parents arrive, kids usually cry out, 'Mom, you're too early,' or 'Camp's not done yet!'"

Dave and Trish plan to run their little camp "for many summers to come," and why not? If you were a principal, looking for new teachers, wouldn't you be impressed with a long-running day camp on their resumés? "Just before Christmas, 1993, Dave and I drove from teacher's college up

to the village to surprise the kids at their annual concert. There were hugs and kisses everywhere, and we promised them the camp would run again in 1994. We're revamping the program, with new logos and sporting equipment...."



SHE'S MAKING A SPLASH BY POOLING RESOURCES

WHEN MOST OF US LEAVE our teenage years, we can probably look back on a handful of job experiences, whether flipping burgers or babysitting. But when Jennifer McCleery of Whitby turned 20 in the summer of 1993, she could look back and beam with pride: She was in her third year as the sole owner and operator of The Chlorine Man, selling pool chemicals (and more) to her neighbours. In 1992, she earned enough money to pay for her tuition at nearby Durham College; and she won the YTV National Achievement Award, appearing on CBC Newsworld and having breakfast with the Governor-General at Rideau Hall with her parents. ("The only female who's ever won for entrepreneurship," she smiles.)

Like many students who go the STUDENT VENTURE route, the then-Grade 11 student took advantage of a parent-hook: Her father, an electrician by trade, owns a company called Vacuum Man. So Jennifer took her initial \$3,000 loan, purchased a large chlorine tank (and a base to stand it on), and paid to have it filled, paying her Dad rent for the right to run a little store on his property.

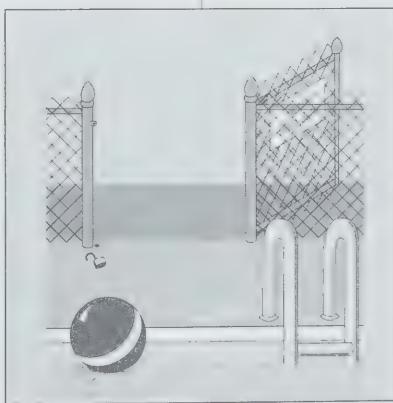
Why chlorine, of all things? "You have to see if there's a need," explains the Business Administration student.

"Whitby is a medium-to-higher income area, and a lot of people have swimming pools; there are four on my block alone, out of 16 houses."

Jennifer's first summer, 1991, found her with no profit by pool-closing time, "but I was able to pay all my bills," she notes, adamantly. Then, in 1992 -- fresh from that YTV award -- she cleared \$1,700, easily paying her college tuition. 1993 wasn't great, she admits, but that's fine, too, since it's all a learning experience: "I brought new lines into the store, and some ideas weren't as good as they should have been. The inflatable toys didn't sell well."

Inflatable toys? "I was trying to expand my market. You never know if you don't try," Jennifer declares, sounding like a business professor, not a barely-turned-20 business student. Sure, there are strange memories, like the guy who bought huge amounts of chlorine late in October "to sterilize his cages on his chicken farm."

But there's also profound pride: "It's more self-satisfaction than the money. I can't always do what my friends are doing, and sometimes I get frustrated. But I've made this commitment, and I have to be there. But to know that you're achieving something..."



THEY'RE THE KING AND QUEEN OF THE WIENIES!

WHERE DO BOYFRIENDS and girlfriends work during the summer? If they're lucky, they might both land jobs together at a summer camp, and make a few hundred dollars each. Or maybe deliver pizzas, or work at department store -- possibly on the same floor.

James Meadows and Lydia Stramaglia were proud owners of the Wienie King & Queen Hot Dog Cart of Newmarket, Ontario (and vicinity)! And please note their profit for the summer of 1993: \$9,619 -- and three cents.

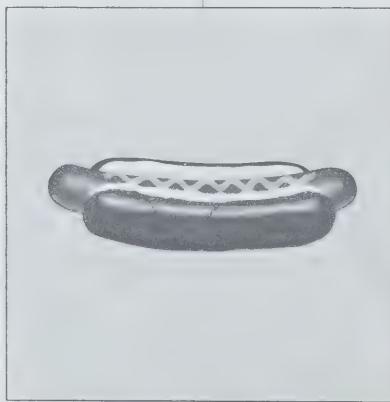
The couple were both born in the Toronto area (Lydia's Mom and Dad are from Austria and Italy, respectively), and have both lived north of the city most of their lives. Lydia is now in her second year of Biological Science at the University of Guelph; James is studying Business at Western -- but when the two heard about STUDENT VENTURE, they were still in high school. "We wanted to have a business to be together over the summer," confesses Lydia, "and we wanted to make more money than if we got typical student jobs."

Like many youths (James was 20 through the summer of 1993; Lydia turned 20 early in July), they found that their parents were a great help. "My Mom and Dad saw a hot

dog cart for sale when we were both away at university, and they put a down payment on it for us." (The VENTURE loan let them pay it back. And they were lucky it was used and cheap; classy carts can run up to \$12,000).

The two set up shop at Fairy Lake, a major park in Newmarket, but on the weekends they had some stiff competition from six other vendors, so they moved around to day schools, bank openings, and "special occasions." James did the "leg work" (buying meat down in Toronto; keeping track of business on a computer), while Lydia did "the social work" (cooking the dogs, spreading the mustard).

"We met a million different people," Lydia recalls with joy. "People would come over and talk to us every day. And we made friends with elderly people from a seniors' home nearby." Sure it was hard work. ("It was a long summer, and I'll never touch another hog dog as long as I live," laughs Lydia). But they'll do it again in 1994 ("We already have the cart," James reminds us), and they can hardly wait to start over again.



IT MAY BE CORNY WORK BUT IT PAYS THE BILLS

THIS PROFILE IS ABOUT SEX, so younger readers may wish to skip this page. (Well, the sex of plants. Read on, anyway.)

Do you know what "de-tasselling" is? Well, there is male and female corn (believe it or not), and we humans often have to take tassels from the female corn, in order to allow the male corn to pollinate it. Why, you ask? To make different varieties of "commercial" corn, which can grow in very wet ground, or in windy areas, or in other difficult conditions.

Which brings us to the quite remarkable success story of Darcy Oliphant, 22 in the summer of 1993, who was born, and still lives, in the tiny farming community of Blenheim, about an hour from Windsor. He's in his fourth year at the University of Windsor, studying Commerce, and he "needed money to pay for my education, and I wanted to buy some toys for myself." (a word processor, another stereo component, etc.) "My Mom and Dad have enough burdens already; they've raised three kids, and it's about time they should save for their retirement." (What a good son!)

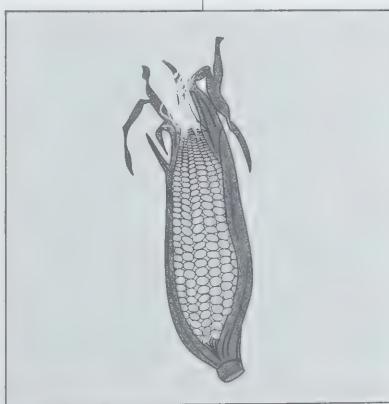
And so, using his STUDENT VENTURE loan, Darcy Oliphant created a "de-tasselling crew," advertising throughout his area for young people who would work the corn fields. He used his loan

to pay for a cellular phone for "the field" and to cover his first payroll -- a shocking \$12,000. (That was in 1992, his first VENTURE summer, when he had a partner.) And at end of the summer of '93, Darcy found himself with a clear profit of more than \$11,000, which can sure buy a lot of education -- and toys!

Darcy is no lazy fellow. You can't be, when you have to cart as many as 60 young people on a bus and up to 20 more in four cars, from late July to mid-August, to de-tassel all that corn. Furthermore, he works in landscaping (interlocking bricks), helps out with a hockey school, does tobacco harvesting and more -- in addition to that sexy corn work.

"I'd be a babysitter for many of those kids; I'd wrestle with some of them -- and I'd have to be a parent figure for some." (He once took five youngsters down to a theme park in Ohio as a special treat.)

Fifty acres of corn, which had to be 99.5% "tassel-free". What a summer job! laughs Darcy Oliphant, the entrepreneur of the corn fields of southwestern Ontario.



THE MAGIC TOUCH FOR MAKING MONEY

WHEN CANADIANS THINK of Stratford, we usually picture the famous 43-year-old theatre festival in that small southwestern Ontario city. Well, if young Chris Rickett has his way, the name Spectrum Entertainment will also be familiar to many of us, when we think of his birthplace. After all, how many "entertainment agencies" were run successfully by 16-year-old Grade 11 students in the summer of 1993?

Chris recently moved to Amherstburg, near Windsor (where he plans to open "another branch" of his company soon, naturally), but it was in his home town where he really got his start in show bays. "I've been doing magic for three years, going around to fairs and performing. But when I got the STUDENT VENTURE loan, I hired four people as clowns, magicians, jugglers and comedians, and began to sell magic tricks around the province."

Selling magic? Sure! "I'd demonstrate tricks, such as with cards, and then sell them to people at \$3 to \$10 each." Chris netted \$2,999 by the end of 1993.

Of course, there were problems; that's the way the world operates and people learn. "My agency ran fine, but I had lots of trouble selling some tricks; I carried

things that I couldn't get rid of. And I ordered two grand worth of stuff from the U.S. and got hit with \$500 in duties and taxes." (It didn't help when he lost his driver's licence for six months -- "I have a heavy foot!" -- and had to hire an employee to drive him around.) And then there was that shoplifter at one flea market who he confronted but who was three times his size ("I'm maybe 5'6" and pretty scrawny").

Still, it's a year-round business, and by December of 1993, Chris was making a solid income, and paying four others, as well. And the sky is apparently the limit for the enterprising, talented teen: "I won't need any more loans for 1994, and I'll probably hire more workers. I expect to double or triple my sales over the coming year, since I've got some sure sellers -- trick wands, decks of cards, a 'slush powder' -- the kind that'll sell out in within an hour."

Remember the name Chris Rickett. You read about him here, first.



TIME IS REALLY ON THEIR SIDE

NEERAJ SETH'S FIRST NAME MEANS "purity" and Khurum Ullah's means "joyful" and if there's any joy in their highly successful partnership in Brampton, Ontario, it's this: With a creative idea and dynamic marketing, you can do brilliantly -- and even end up starring on TV and written up in books.

The two Toronto-born buddies were both 16 and in Grade 11 when they heard about STUDENT VENTURE, and immediately knew what they wanted to do: "We had become frustrated with our daily planners, and our friends would joke, 'We could make better ones ourselves.' I kept thinking about that," Neeraj recalls.

The two teenagers applied for their loan and used it to buy a scanner ("it brings photos into a computer for the text") as well as to pay for any printing. Then, they carefully and thoughtfully created handsome school agendas called TIME PLANNERS, to be published by Time Matrix Unlimited.

There were lots of problems at first. "With only us two people, we weren't too co-ordinated," they admit, "but now that we know what we're doing, next year will be a cinch." They landed Central Peel, a major high school nearby, which had bought 300 American-made

school agendas the previous year; our two heroes sold them 1,200 Ontario-made for the '93/94 year, and they soon ordered 150 more. And they both still blush with embarrassment at their one glaring mistake: "We put Good Friday on the wrong day! But we'll be sure to correct it next year."

The key, of course, is not only good advertising and wise planning. "We're students, and we know what we want. We wanted to put everything into one book: Student Rules and Regulations, hours of operations, everything. Our concept is that the first ten pages of every agenda should be customized to each school."

They made "more than we expected" in 1993 -- more than \$2,200 -- and are already planning to purchase a laser printer and a better quality scanner with 1994's loan. So who can be surprised that the two best friends were filmed by CBC TV's Street Cents, and are a major case study in an upcoming book on student entrepreneurship, *Make Your Own Breaks?*



HER TWINE BUSINESS WAS BOUND TO SUCCEED

SHE'D JUST TURNED 16, and was in Grade 10 at her Harriston high school (in an Ontario town of some 2,000, an hour north of Kitchener-Waterloo) when she "decided I'd like to run my own business."

Her parents are farmers, with some 20 dairy cows, so Janice Tarr quickly decided that "selling baler twine would be the perfect choice."

Why, Janice? "Farmers use baler twine during harvest to secure their hay and straw into bundles for winter storage." First, there was that interview with the local Chamber of Commerce, which "really made me think about it. I had to plan the business all out."

So Janice obtained her loan from STUDENT VENTURE, and quickly arranged an agreement with a company to supply her with six varieties of baler twine, which she could then turn around and sell to local farmers at competitive prices.

Using recipe cards, she put her name, phone number, and prices down, and handed them out to farmers in the area; she also advertised in the local paper. And, almost overnight, more than two dozen farmers began to depend upon "JANICE TARR" for all their baler twine needs. The boxes are huge, by the way, and Janice found

she could only carry two at a time. "I'm 5 foot seven," she laughs, "but I just can't see over three of them, when I walk".

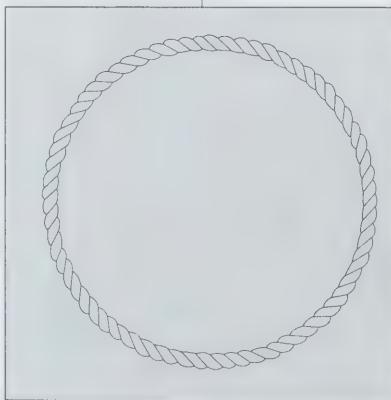
Her goal at first was "just a summer job," but it didn't take long for it to mean a whole lot more: "I got far more from it than customers wanted. And I had to keep in touch with the bank, too. And boy, I sure enjoyed being my own boss."

There were understandable problems, at times -- "My Dad's twine kept getting mixed up with mine!" -- but by the end of her busy summer she had sold some 300 boxes of baler twine worth nearly \$8,000, and found herself with \$685.99 clear profit. "I hope to do it again next summer," Janice enthuses.

"It's a wonderful program. It gets you thinking about what you want to do with your life. I'm not sure yet, but I'm thinking now about becoming an entrepreneur."

And her school buddies? "They were shocked and impressed that I actually did it

-- I actually made my own business."



A FAST-MOVING SUCCESS... JETTING TO THE BANK

IT'S SOMETIMES RISKY to turn your hobby (or love) into a business. (Think of the chocolate lover who makes the candy, and then eats all the profits.) But Cam Taylor of Ennismore, near Peterborough, who lives near a lake, decided that "it seemed like fun to work on the water," and then turned his Jet Ski Summer Break rental business into a fast-moving (if noisy) success story.

Cam is attending the University of Western Ontario in London, studying Social Science but "hoping to go into business." He already went into business in 1991, when a teacher in his entrepreneurial studies class told the then 17-year-old Grade 11 student about the STUDENT VENTURE loan program. "I was doing a business plan on jet ski rental, which I'd heard about down in Florida. And Lake Chemong is nearby...."

And so, for three years now, Cam Taylor used his interest-free loan to pay for "start-up costs including signs and liability insurance." The first year, he had a deal with Yamaha, and used five of the big two-seaters; 1992, alas, was famous for its lousy weather. "But '93 was a great summer," Cam explodes. "I had to finance jet skis at about six grand each, but I still made enough

money for school and a car." (He cleared close to \$5,000.)

It's been steady growth for Cam, from his first interview with the Chamber of Commerce ("it was really helpful; they helped me on where to advertise and attract tourists.") to his present plans to use the three jet skis he now owns for another summer or two, and "then sell them and move up to newer ones. You can't use and abuse skis over and over."

The rewards have been endless, and hardly limited to money: "Even without any profit, it would be worth it, I'm my own boss. And I've got a prime location on the lake." Cam has raised charitable money for diabetes research, "been interviewed as a local entrepreneur" on TV; even been invited to speak at a convention of teacher on entrepreneurship. "It's all how you talk to people," Cam confides. "If you're personable, you can be a success. And I've dealt with 3 to 4 thousand people over all

these summers." He gives 5-minute free rides to drum up business (95% end up shelling out the \$50 for an hour's rental), and even delivers the skis to a cottage for a day's rental (\$250). The result: "I'd love to own my own business in the future."



THE CHALLENGING LIFE OF THE PIG FARMER

THERE ARE MANY UNUSUAL summer jobs listed in this publication, ranging from running a theatre to de-tasselling corn to selling chlorine. But there is nothing stranger than the amazing take of Angela Woods and her 43 pigs 'Coming Soon to a movie house near you!'

What may surprise you is that Angela was 16 years old, and in Grade 11, when she applied to STUDENT VENTURE. She was born and still lives in St. Augustine, Ontario, about 90 minutes north of London, in a farming community. Her father is a part-time farmer, and they have pigs, chickens and geese in the summer and cows year 'round. So it only made sense that she would take her \$3,000 loan and purchase nearly four dozen squealing, curly-tailed beauties, along with the feed she would need to grow them for market.

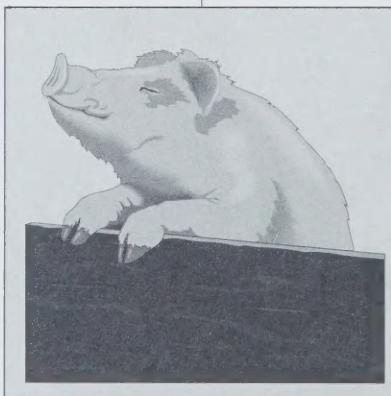
It wasn't love at first sight for Angela. "I like pigs when they're small," she giggles, "they're ugly when they're big."

The goal for a teenager who still has two years to go in high school was simple: "Just to see if I could do it, to see if I could handle the pigs, and get some spending money. And to see if the government would even give a 16-year-old girl three thousand dollars to start a business."

Well, the government did, although Angela didn't make too much profit. (Her net profit was \$111.05 for a very long, hard summer of work.) There were problems galore, as three pigs died; one somehow got out of Angela's area and in among her Dad's pigs. ("It was a runt, and I think his pigs trampled it to death.") Another got sick and died, and a third one died, possibly from fighting with other pigs.

Still, "I enjoyed it," enthuses Angela. "I thought that I wouldn't make any money when those pigs died, so I was happy that any money was left." She hung up a tire so they could play, and she learned to clean the pigs with water, once a week, as well as feeding them every other day. "I learned that you need to help, and that it's real hard work."

Angela Woods might not be a wealthy farmer (yet), but she can share some good advice "Just work hard. If you want something, you've got to go and get it, or you'll never succeed." And she's already planning to apply again, for 1994 -- for cows, this time.



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